

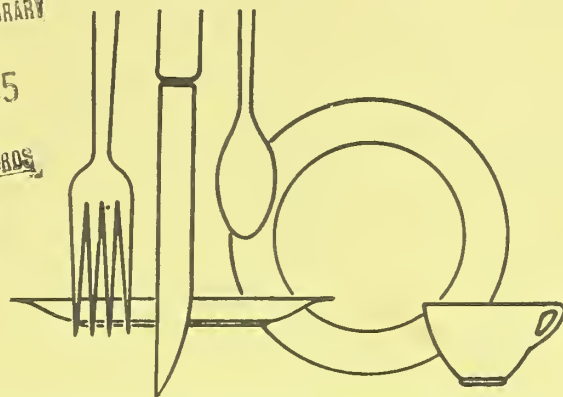
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FOOD PRE-VUE



A SUMMARY OF THE FOOD OUTLOOK DESIGNED TO GIVE ADVANCE INFORMATION TO FOOD EDITORS

U.S. Department of Agriculture
Consumer and Marketing Service

August 26, 1965
F P - 98

MEATS Red meat supplies during September and October will be plentiful, but below levels of a year earlier. Beef production is expected to be slightly above September-October figures of last year. Fed beef may continue to make up a smaller proportion of the total beef supply, as cow slaughter will likely remain high. As for pork and lamb, production will rise seasonally from current levels, but continue well below a year earlier, which will more than offset increased beef supplies.

POULTRY & EGGS:

Broiler-Fryers.. A large buildup is underway in broiler output and in broiler-fryer hatching-egg supply flocks. October marketings are expected to be about a tenth above last year.

Turkeys..... The 1965 crop is likely to exceed the 99.5 million birds raised last year by about 3%. Most of the increase will be marketed in the last 4 months of the year.

Eggs..... Production is declining seasonally but will likely remain around the 1964 level for the next 2 to 3 months. Fourth quarter output, though, is expected to dip under a year ago, since farmers are raising considerably fewer flock replacement chickens.

DAIRY..... The year's production of milk is projected at 127 billion pounds, near the 1964 figure. Based on preliminary estimates, the January-May disappearance of all dairy products, milk equivalent, in commercial outlets was slightly larger than a year ago.

FRUITS

Apples..... Now estimated at 130.6 million bushels, the crop runs 6% below last year, but 6% above average. August 1 forecasts place production this way: Eastern region, 65 million bushels, up 2% from last year, 7% above average; Central, 28 million bushels, down 9% from 1964 but 12% larger than average; Western, 37.6 million bushels, 15% below last year but slightly above average.

Grapes..... August 1 estimates are for a crop of 3,777,130 tons--8% greater than last year but slightly under the 1963 record. California growers expect 2-1/5 million tons of raisin varieties, 670 thousand tons of wine varieties, 560 thousand tons of table grapes.

Peaches..... August 1 indications pointed to 32.4 million bushels--11% above last year and 9% more than the recent 5-year average. But mid-August rains appear to have significantly damaged California Clingstones, which are used mainly for canning. Not including California Clingstones production would total 45.6 million bushels--a fifth larger than last year but 4% below average.

Pears..... August 1 forecasts are for a crop of 18.7 million bushels--down a sharp 38% from 1964 and 29% below average. Most of the decline is in California and Washington Bartlett's.

Plums and

Prunes..... Production of plums is forecast at 133,300 tons--5% larger than last year and a sharp 36% above average. Prunes are forecast at 58 thousand tons, fresh basis, down 19% from last year, dried prunes, 185 thousand tons--5 thousand tons above 1964.

Cherries..... Sour cherries, forecast at 176,665 tons, run 36% below last year's record. Sweet cherries, 83,890 tons, are down 30% from the large 1964 crop.

Cranberries..... August 15 conditions indicate the cranberry crop is 1,296,000 barrels--4% below last year.

Frozen

Fruits..... August 1 holdings stood at 503 million pounds, down only 2 million pounds from a year earlier. Average for that date is 474 million.

Frozen Orange

Juice..... Holdings on August 1 climbed to 53 million gallons, as against 34 million a year ago, and average stocks of 45 million gallons.

NUTS..... Latest estimates for various nut crops are: Pecans, around 250 million pounds--44% larger than last year but nearly a third below 1963 record. Almonds, 76 thousand tons--1% under last year, 23% over average. Filberts, 7,200 tons, 10% smaller than last year, around a fifth below average. Walnuts, 84,800 tons--5% below last year but 16% over average. Peanuts, 2 billion, 288 million pounds--4% larger than 1964 crop and 28% above average.

VEGETABLES..... Production of fresh summer vegetables, not including melons, is placed at 65.5 million hundredweight--5% above 1964. Six crops for processing total 7,349,880 tons--2% above last year, 4% above average. Frozen vegetable stocks on August 1 totaled 838 million pounds--7% under last year but 6% above average.

Potatoes..... First fall crop forecast runs 206,246,000 hundredweight--a fifth greater than last year. Total 1965 output estimated at 18% larger than 1964. Sweet potatoes, forecast at 17,141,000 hundredweight, is 12% above last year.

The Plentiful Foods Program

The Consumer and Marketing Service of the U.S. Department of Agriculture, through its Plentiful Foods Program, is cooperating in these food campaigns:

NATIONAL APPLE WEEK.....October 14-23
NATIONAL SCHOOL LUNCH WEEK.....October 10-16
FISH AND SEAFOOD PARADE.....October 1-31
OCTOBER CHEESE FESTIVAL.....October 1-31
EGGTOBER.....October 1-31
RICE HARVEST FESTIVAL.....October 1-31
YAMBILEE.....October 1-31

The following foods will be plentiful supply during October:

APPLES, BROILER-FRYERS, TURKEYS, CHEESE, RICE,
ONIONS, SHELLED PECANS, DRIED PRUNES, and FROZEN
CONCENTRATED ORANGE JUICE.